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الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التربية الوطنية | الديوان الوطني للامتحانات والمسابقات

امتحان بكالوريا التعليم الثانوي | دورة: جوان 2014

الشعب: علوم تجريبية، رياضيات، تقني رياضي، تسيير واقتصاد.

اختبار في مادة: اللغة الانجليزية | المدة: 02 سا و30 د

على المترشح أن يختار أحد الموضوعين التاليين

الموضوع الأول

Part One: Reading: **15 points**

A. Comprehension **08 points**

Read the text carefully then do the following activities.

The study of consumer behaviour examines all aspects of consumer's feelings, thoughts and reasons for making particular decisions in purchasing products or services, and also how consumers use and dispose of products. A consumer's choice or practices may be influenced by family and friends, religious beliefs, cultural attitudes, social expectations, professional standards, advertising appeals, or by any combination of these factors.

The most obvious application for knowledge of consumer behaviour is marketing strategy. For instance, understanding that a large number of consumers are on low carbohydrate diets has led to an increasing number of products **that** are labelled as "Low Carb". But the study of consumer behaviour also has a lot of repercussions on public policy, social marketing and consumer education.

Marketers may examine consumer behaviour using either primary or secondary research. Primary research is conducted by asking a lot of consumers to answer survey questions, either by mail, Internet, telephone or in person. Mail surveys are useful because **they** are inexpensive and may ask as many questions as desired. Internet surveys can be cheap to set up but exposure to a great deal of aggressive advertising has made many consumers resistant to this method.

Adapted from the Advertopedia Staff

1. Choose the right answer

The text is: **a-** prescriptive **b-** narrative **c-** expository

2. Are these statements true or false? Write T or F next to the letter corresponding to the statement.

a. The study of consumer behaviour examines few aspects of consumer's feelings.
b. A consumer's attitude can be influenced by his family and friends.
c. Marketers have to answer a lot of questions in surveys.
d. Consumers prefer Internet surveys because they are cheap.

3. Answer the following questions according to the text.

a. What are the factors that may influence a consumer's behaviour?
b. How can marketers examine consumer behaviour?

4. In which paragraph is it mentioned how to check the consumer's behaviour?

5. Who or what do the underlined words refer to in the text?

a. that (§2) **b.** they (§3)

B. Text Exploration **07 points**

1. **Find in the text words or phrases that are closest in meaning to the following.**

a. comportment (§1) **b.** evident (§2) **c.** for example (§2)

2. **Complete the following chart as shown in the example.**

	Verb	Noun	Adjective
example	to resist	resistance	resistant
	....	behaviour	....
	to consume	....	....
	....	....	educational

3. **Ask the questions which the underlined words answer.**

a. <u>Marketers</u> may examine consumer behaviour.
b. The study of consumer behaviour examines <u>all aspects of consumer's feelings.</u>

4. **Classify the words according to the number of their syllables.**

advertising - consumers - obvious - cheap

One syllable	Two syllables	Three syllables	Four syllables

5. **Re-order the following sentences to make a coherent passage.**

a. For example, they are entitled to products
b. Consumers have several basic rights.
c. They are also entitled to the protection against unsafe food.
d. whose quality is consistent with their prices.

Part Two: Written Expression **05 points**

Choose ONE of the following topics:

Topic One:

In your city you feel that consumers are not protected against the effects of the goods they buy. So, with a group of friends, you decide to create an association of consumers.
Write a composition of about 80 to 120 words in which you expose the reasons and objectives of this association.

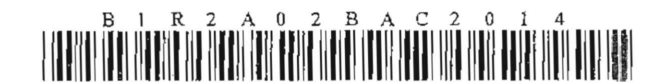
You may use the following notes:

- ***Reasons:*** counterfeit / cheap products / lower quality / harmful / not lasting
- ***Objectives:*** to sensitize the consumers / to protect them / to buy safe products

Topic Two:

Write a composition of about 80 to 120 words on the following:

Some people think space tourism is just a wild dream and a waste of money. Do you agree with them?



الموضوع الثاني

Part One: Reading: **15 points**

A. Comprehension **08 points**

Read the text carefully then do the following activities.

Since money came into use in the ancient world, there has been counterfeiting. Early money was in the form of coins with a specific content of gold, silver, or any other metal. Making counterfeit coins was relatively easy. A metal of equal weight could be gold or silver-plated and passed on to the public as genuine.

Counterfeiting paper currency is a highly technical skill that calls for a talented draftsman, photographer, plate maker and printer. Also necessary for the counterfeit money to be convincing are high quality rag paper and the proper kind of ink.

With such technological advances as high-speed cameras and engraving machines, the time needed to produce counterfeit money has been shortened and the quality of the work improved. To combat these problems, the United States government has attempted to make detection of fraud easier by the use of very high quality rag paper and ink. Other nations also use special paper and ink. In much foreign currency a distinctive watermark can be seen by holding the money up to the light.

Counterfeiting is a criminal offence in nearly every country. A convention signed by many nations in Switzerland in 1929, provided for the centralization and cooperation of international police action to combat counterfeiting.

Adapted from Wise Geek .com

1. **Circle the letter that corresponds to the right answer.**
   The text is taken from: **a.** a magazine **b.** the Internet **c.** a newspaper

2. **Are these statements true or false? Write T or F next to the letter corresponding to the statement.**
   a. Counterfeiting existed since the appearance of money.
   b. Low quality paper and ink are necessary to counterfeit money.
   c. Technological development helped counterfeiters.
   d. Counterfeiting is legal in some countries.

3. **Answer the following questions according to the text.**
   a. Why was counterfeiting easy in the past?
   b. What has the United States government done to combat counterfeiting money?

4. **In which paragraph is it mentioned how to fight counterfeiting money?**

5. **Copy the title you think is the most appropriate.**
   a. The history of Counterfeiting
   b. Money Laundering
   c. Counterfeiting Money

B. Text Exploration 07 points

1. Find in the text words or phrases that are opposites to the following.

a. late (§1) **b.** more difficult (§3)

2. Divide the following words into root and affixes.

Words	Prefix	Root	Suffix
international			
distinctive			
shortened			

3. Rewrite sentence B so that it means the same as sentence A.

1.a. A convention was signed by many nations in Switzerland.

b. Many nations ....

2.a. "Making counterfeit coins was relatively easy", a historian said.

b. A historian said that...

4. Classify the following words according to the pronunciation of the final "ed".

passed - shortened - attempted - provided

/t/	/d/	/ɪd/

5. Fill in the gaps with words from the list below.

hide – techniques - financial - and

Money laundering refers to the process of concealing.........**(1)**......... transactions. Various laundering ....**(2)**...... can be employed by individuals, groups, officials ....**(3)**......... corporations. The goal of a money laundering operation is usually to ....**(4)**......... either the source or the destination of money.

Part Two: Written Expression 05 points

Choose ONE of the following topics:

Topic One:

Counterfeit is something copied and passed as genuine. What should be done to fight this crime? Use the following notes to write a composition of about 80 to 120 words.

- Sensitize people: mass media / school programmes.
- Organize anti-counterfeiting associations.
- Government: pass legislation / protect consumers.

Topic Two:

Children and teens are often targeted by junk food advertisements.

Write a letter to the director of a fast food company to complain about their effects on those kids.

Sign the letter: John Smith.

العلامة مجموع	العلامة مجزأة	عناصر الإجابة (الموضوع الأول)
15		**Part One: Reading**
08		**A. Comprehension**
01	01	**1. The text is:** c- expository
02	0.5 each	**2. a. F b. T c. F d. T**
03	1.5 each	**3. a.** Family and friends, religious beliefs, cultural attitudes, social expectations, professional standards, advertising appeals, or by any combination of these factors. **b.** Marketers can examine consumer behaviour using either primary or secondary research
01	01	**4. In paragraph 3**
01	0.5 each	**5. a.** that § 2 → products **b.** they § 3 → mail surveys
07		
1.5	0.5 each	**B. Text Exploration** **1.** comportment (§1) = **behaviour** evident (§2) = **obvious** for example (§2) = **for instance**
1.5	0.25 each	*2.* (see table below)

Verb	Noun	Adjective
behave		behavioural/ behaved
	consumer consumption consumerism	consumable consumed consuming
educate	education educator	

العلامة مجموع	العلامة مجزأة	عناصر الإجابة
01	0.5 each	3. **a. <u>Who</u>** may examine consumer behaviour? **b. <u>What</u>** does the study of consumer behaviour examine?
01	0.25 each	**4.** (see table below)

One syllable	Two syllables	Three syllables	Four syllables
cheap	obvious	consumers	advertising

العلامة مجموع	العلامة مجزأة	عناصر الإجابة
02	0.5 each	5. (see table below)

a	b	c	d
2	1	4	3

العلامة مجموع	العلامة مجزأة	عناصر الإجابة
05		**Part Two: Written Expression**
		Topic One : Form : 02.5 Content : 02.5
		Topic Two : Form : 02 Content : 03

العلامة		
مجموع	مجزأة	عناصر الإجابة (الموضوع الثاني)

15 / 08 — **Part One: Reading**

A. Comprehension

(مجموع 01 — مجزأة 01)
1. **The text is taken from:** **b.** the Internet

(مجموع 02 — مجزأة 0.5 each)
2. **a.** T **b.** F **c.** T **d.** F

(مجموع 03 — مجزأة 1.5 each)
3.
a. Counterfeiting was easy in the past because early money was in the form of simple coins (with a specific content of gold, silver, or any other metal).
b. The United States government has attempted to make detection of fraud easier by the use of very high quality rag paper and ink.

(مجموع 01 — مجزأة 01)
4. In paragraph 3

(مجموع 01 — مجزأة 01)
5.
c. Counterfeiting Money.

07 — **B. Text Exploration**

(مجموع 01 — مجزأة 0.5 each)
1.
a. late (§1) ≠ **early** **c.** more difficult (§3) ≠ **easier**

(مجموع 01,5 — مجزأة 0.5 each line)
2.

Word	Prefix	Root	Suffix
	inter	nation	al
		distinct	ive
		short	en / ed

(مجموع 01,5 — مجزأة 0.75 each)
3.
A. Many nations signed a convention in Switzerland.
B. A historian said that making counterfeit coins had been/was relatively easy.

(مجموع 01 — مجزأة 0.25each)
4.

/t/	/d/	/ɪd/
passed	shortened	attempted provided

(مجموع 02 — مجزأة 0.5 each)
5.

1	2	3	4
financial	techniques	and	hide

(مجموع 05)
Part Two: Written Expression

Topic One : Form : 02.5 Content : 02.5
Topic Two : Form : 02 Content : 03